

ORDER



KSDK

Orders
Order / Rev: 705875
Alt Order #: 06266563
Product Desc: CROSSROADS GPS
Estimate: 888
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crossroads GPS
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/U
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	70	\$62,875.00	\$53,443.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	70	\$62,875.00	\$53,443.75	0.00
Totals	70	\$62,875.00	\$53,443.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	35%	\$62,875.00
Market	100%	\$179,642.86

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	1%	\$1,796.43
KETC	0%	\$0.00
KMOV	29%	\$52,096.43
KNLC	0%	\$0.00
KPLR	1%	\$1,796.43
KTVI	34%	\$61,078.57
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	08/17/12	08/17/12	M-F 10-11A News at 10am	CM	10-11A	----F--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
ADJ RATE NEWSCHANNEL 5 AT 10AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--			1			\$350.00		0.00			
E 2	KSDK	08/17/12	08/17/12	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ADJ RATE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$575.00			0.00		
E 3	KSDK	08/17/12	08/17/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
SHOW ME ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$400.00			0.00		
E 4	KSDK	08/17/12	08/17/12	M-F Noon News Noon News	CM	12-1230p	----F--	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$450.00			0.00		
E 5	KSDK	08/17/12	08/17/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	----F--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
ADJ RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$675.00			0.00		
E 6	KSDK	08/17/12	08/17/12	M-F 4P News News 5 at Four	CM	4-430P	----F--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
ADJ RATE NEWSCHANNEL 5 AT 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$675.00			0.00		
E 7	KSDK	08/17/12	08/17/12	M-F 430-5p Jeopardy	CM	430-5p	----F--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ADJ RATE JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$800.00			0.00		
E 8	KSDK	08/17/12	08/17/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWSCHANNEL 5 @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$1,575.00			0.00		
E 9	KSDK	08/17/12	08/17/12	M-F 5-6A 5-6a	CM	5-6A	----F--	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
ADJ RATE TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$560.00			0.00		
E 10	KSDK	08/17/12	08/17/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$1,700.00			0.00		
E 11	KSDK	08/17/12	08/17/12	M-F 6-7A 6-7a	CM	6-7A	----F--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$900.00			0.00		
E 12	KSDK	08/17/12	08/17/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	----F--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$1,800.00			0.00		
E 13	KSDK	08/17/12	08/17/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	----F--	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$450.00			0.00		
E 14	KSDK	08/20/12	08/20/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
NEWS 5 AT 10															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KSDK	08/20/12	08/20/12	LN (M-F) LN (M-F)	CM	10-1035p M-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
NEWS 5 AT 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$2,500.00		0.00			
E 15	KSDK	08/20/12	08/20/12	M-F 10-11A News at 10am	CM	10-11A M-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
ADJ RATE NEWSCHANNEL 5 AT 10AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$350.00		0.00			
E 16	KSDK	08/20/12	08/20/12	Tonight Show Tonight Show	CM	1035-1137p M-----	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
ADJ RATE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$575.00		0.00			
E 17	KSDK	08/20/12	08/20/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
SHOW ME ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$400.00		0.00			
E 18	KSDK	08/20/12	08/20/12	M-F Noon News Noon News	CM	12-1230p M-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE NEWSCHANNEL 5 AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$450.00		0.00			
E 19	KSDK	08/20/12	08/20/12	M-F 3-4p Ellen	CM	3-4p M-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
ADJ RATE ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$675.00		0.00			
E 20	KSDK	08/20/12	08/20/12	M-F 4P News News 5 at Four	CM	4-430P M-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
ADJ RATE NEWSCHANNEL 5 AT 4PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$675.00		0.00			
E 21	KSDK	08/20/12	08/20/12	M-F 430-5p Jeopardy	CM	430-5p M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ADJ RATE JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$800.00		0.00			
E 22	KSDK	08/20/12	08/20/12	M-F 5P News News Channel 5 at 5P	CM	5-530P M-----	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWSCHANNEL 5 @ 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$1,575.00		0.00			
E 23	KSDK	08/20/12	08/20/12	M-F 5-6A 5-6a	CM	5-6A M-----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
ADJ RATE TODAY IN ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$560.00		0.00			
E 24	KSDK	08/20/12	08/20/12	M-F 6P News News Channel 5 at 6P	CM	6-630P M-----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
NEWSCHANNEL 5 @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$1,700.00		0.00			
E 25	KSDK	08/20/12	08/20/12	M-F 6-7A 6-7a	CM	6-7A M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY IN ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$900.00		0.00			
E 26	KSDK	08/20/12	08/20/12		CM	630-7P M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
630-7P Wheel 630-7P Wheel of Fortune														
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$1,800.00		0.00			
E 27	KSDK	08/20/12	08/20/12	M-F 9-10A	CM	9-10A M-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
NBC Today Show II 9-10A														
ADJ RATE TODAY SHOW II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$450.00		0.00			
E 28	KSDK	08/18/12	08/18/12	Saturday Night Live	CM	1030p-1205a -----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
Saturday Night Live														
ADJ RATE SATURDAY NIGHT LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$900.00		0.00			
E 29	KSDK	08/18/12	08/18/12	Sat 6-7A	CM	6-7A -----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
Sat 6-7A														
ADJ RATE TODAY IN ST. LOUIS SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$500.00		0.00			
E 30	KSDK	08/18/12	08/18/12	Sat 9a	CM	9-10A -----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
Sat 9-10a														
ADJ RATE NEWS CHNL 5 AT 9														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$900.00		0.00			
E 31	KSDK	08/19/12	08/19/12	SUN TDY	CM	7-8A -----S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
NBC Today Show (Su)														
ADJ RATE TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$800.00		0.00			
E 32	KSDK	08/16/12	08/16/12	LN (M-F)	CM	10-1035p ---T---	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
LN (M-F)														
NEWS 5 AT 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$2,500.00		0.00			
E 33	KSDK	08/16/12	08/16/12	M-F 10-11A	CM	10-11A ---T---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
News at 10am														
ADJ RATE NEWSCHANNEL 5 AT 10AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$350.00		0.00			
E 34	KSDK	08/16/12	08/16/12	Tonight Show	CM	1035-1137p ---T---	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
Tonight Show														
ADJ RATE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$575.00		0.00			
E 35	KSDK	08/16/12	08/16/12	M-F 1230-1p	CM	1230-1p ---T---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
Show Me St. Louis														
SHOW ME ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$400.00		0.00			
E 36	KSDK	08/16/12	08/16/12	M-F Noon News	CM	12-1230p ---T---	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
Noon News														
ADJ RATE NEWSCHANNEL 5 AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$450.00		0.00			
E 37	KSDK	08/16/12	08/16/12	M-F 3-4p	CM	3-4p ---T---	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
Ellen														
(3:00 PM-4:00 PM)														
ADJ RATE ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$675.00		0.00			
E 38	KSDK	08/16/12	08/16/12		CM	4-430P ---T---	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00

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M-F 4P News News 5 at Four ADJ RATE NEWSCHANNEL 5 AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$675.00 0.00														
E 39	KSDK	08/16/12	08/16/12	M-F 430-5p Jeopardy	CM	430-5p ---T---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ADJ RATE JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$800.00 0.00														
E 40	KSDK	08/16/12	08/16/12	M-F 5P News News Channel 5 at 5P	CM	5-530P ---T---	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWSCHANNEL 5 @ 5P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$1,575.00 0.00														
E 41	KSDK	08/16/12	08/16/12	M-F 5-6A 5-6a	CM	5-6A ---T---	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
ADJ RATE TODAY IN ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$560.00 0.00														
E 42	KSDK	08/16/12	08/16/12	M-F 6P News News Channel 5 at 6P	CM	6-630P ---T---	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
NEWSCHANNEL 5 @ 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$1,700.00 0.00														
E 43	KSDK	08/16/12	08/16/12	M-F 6-7A 6-7a	CM	6-7A ---T---	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY IN ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$900.00 0.00														
E 44	KSDK	08/16/12	08/16/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P ---T---	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$1,800.00 0.00														
E 45	KSDK	08/16/12	08/16/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A ---T---	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE TODAY SHOW II <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$450.00 0.00														
E 46	KSDK	08/21/12	08/21/12	M-F 10-11A News at 10am	CM	10-11A -T-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
ADJ RATE NEWSCHANNEL 5 AT 10AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$350.00 0.00														
E 47	KSDK	08/21/12	08/21/12	Tonight Show Tonight Show	CM	1035-1137p -T-----	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
ADJ RATE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$575.00 0.00														
E 48	KSDK	08/21/12	08/21/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p -T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
SHOW ME ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$400.00 0.00														
E 49	KSDK	08/21/12	08/21/12	M-F Noon News Noon News	CM	12-1230p -T-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE NEWSCHANNEL 5 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$450.00 0.00														
E 50	KSDK	08/21/12	08/21/12		CM	3-4p -T-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00

Order / Rev: 705875
 Alt Order #: 06266563
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 888
KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4p Ellen (3:00 PM-4:00 PM) ADJ RATE ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$675.00 0.00														
E 51	KSDK	08/21/12	08/21/12	M-F 4P News News 5 at Four	CM	4-430P -T-----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
ADJ RATE NEWSCHANNEL 5 AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$675.00 0.00														
E 52	KSDK	08/21/12	08/21/12	M-F 430-5p Jeopardy	CM	430-5p -T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ADJ RATE JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$800.00 0.00														
E 53	KSDK	08/21/12	08/21/12	M-F 5P News News Channel 5 at 5P	CM	5-530P -T-----	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWSCHANNEL 5 @ 5P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$1,575.00 0.00														
E 54	KSDK	08/21/12	08/21/12	M-F 5-6A 5-6a	CM	5-6A -T-----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
ADJ RATE TODAY IN ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$560.00 0.00														
E 55	KSDK	08/21/12	08/21/12	M-F 6P News News Channel 5 at 6P	CM	6-630P -T-----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
NEWSCHANNEL 5 @ 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$1,700.00 0.00														
E 56	KSDK	08/21/12	08/21/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P -T-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$1,800.00 0.00														
E 57	KSDK	08/21/12	08/21/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A -T-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE TODAY SHOW II <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$450.00 0.00														
E 58	KSDK	08/15/12	08/15/12	M-F 10-11A News at 10am	CM	10-11A --W----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
ADJ RATE NEWSCHANNEL 5 AT 10AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$350.00 0.00														
E 59	KSDK	08/15/12	08/15/12	Tonight Show Tonight Show	CM	1035-1137p --W----	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
ADJ RATE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$575.00 0.00														
E 60	KSDK	08/15/12	08/15/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p --W----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
SHOW ME ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$400.00 0.00														
E 61	KSDK	08/15/12	08/15/12	M-F Noon News Noon News	CM	12-1230p --W----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE NEWSCHANNEL 5 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$450.00 0.00														
E 62	KSDK	08/15/12	08/15/12		CM	3-4p --W----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00

Advertiser:	Crossroads GPS
Product Desc:	CROSSROADS GPS
Estimate:	888

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Ellen		(3:00 PM-4:00 PM)									
ADJ RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$675.00		0.00				
E 63	KSDK	08/15/12	08/15/12	M-F 4P News News 5 at Four	CM	4-430P	--W----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
ADJ RATE NEWSCHANNEL 5 AT 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$675.00		0.00				
E 64	KSDK	08/15/12	08/15/12	M-F 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ADJ RATE JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$800.00		0.00				
E 65	KSDK	08/15/12	08/15/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWSCHANNEL 5 @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$1,575.00		0.00				
E 66	KSDK	08/15/12	08/15/12	M-F 5-6A 5-6a	CM	5-6A	--W----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
ADJ RATE TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$560.00		0.00				
E 67	KSDK	08/15/12	08/15/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$1,700.00		0.00				
E 68	KSDK	08/15/12	08/15/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$1,800.00		0.00				
E 69	KSDK	08/15/12	08/15/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	--W----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ADJ RATE TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$450.00		0.00				
E 70	KSDK	08/15/12	08/15/12	Wed Prime C Law & Order: SVU	CM	9-10P	--W----	:30	1	\$2,025.00	P-1	0.00	NM	1	\$2,025.00
LAW & ORDR:SVULTC: 8/29/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1			\$2,025.00		0.00				
													Totals	70	\$62,875.00